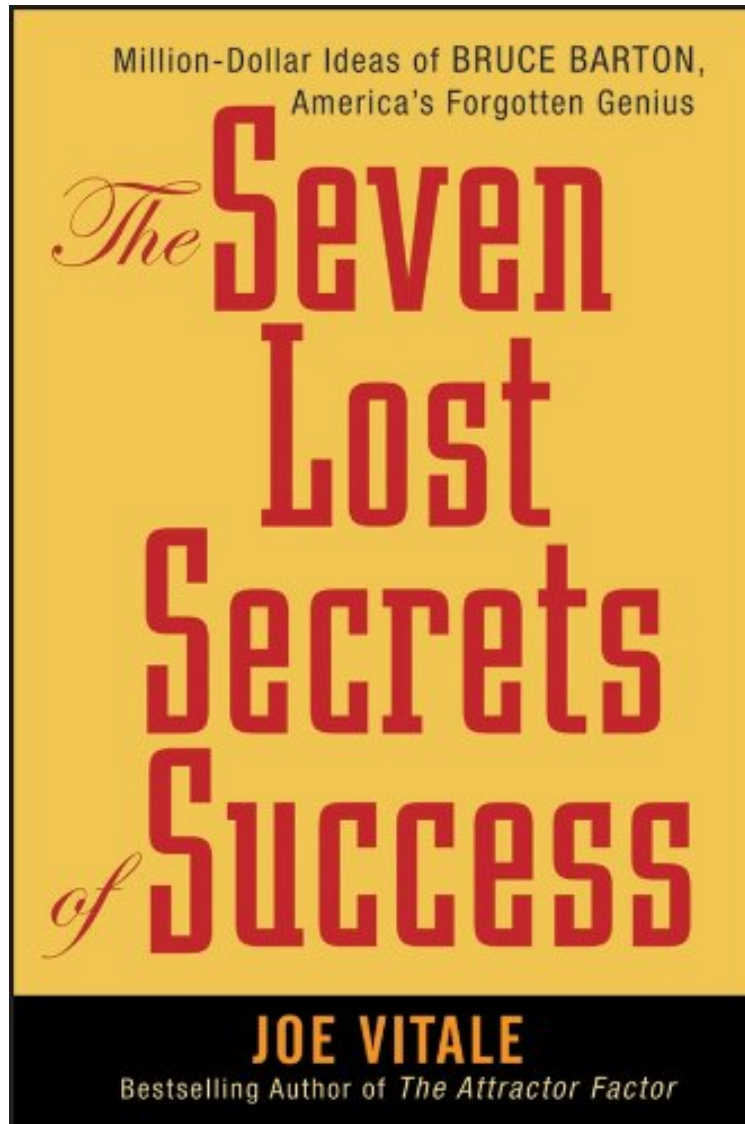


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The Seven Lost Secrets of Success: Million Dollar Ideas of Bruce Barton, America's Forgotten Genius

Joe Vitale

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Praise for The Seven Lost Secretsof Success "Buy this book, apply these secrets, and your prosperity will be assured." - Dan McComas, President, Dan McComas Associates, Marketing Management Consultants "This breakthrough book, based on the ideas of a forgotten genius, will help smart marketers increase their effectiveness a minimum of fivefold." -Bruce David, publisher of Starting Smart "The principles are sound and sensible and guaranteed to help any businessperson make more money. Since 99.9 percent of businesses don't use them, anyone putting the seven lost secrets to work will gain an unbelievable edge over the competition." -Bob Bly, author of eighteen business books, including Selling Your Services "One of the most revealing works ever-I literally couldn't put it down. There are life and business success lessons in each chapter." -Jim Chandler, President, VistaTron "Barton was the messiah of business who helped America pull out of the Great Depression. Now he can help all of us survive the current recession." -Scott Hammaker, CEO, Nashville Party Connection "An excellent guide to better advertising, better promotions, and better marketing. My copywriting abilities and creative strategies have been strengthened and broadened. I'm awed and inspired." -Tina Nokes, owner, A-Plus Resume Service "A passionate book on the timeless, inspiring, perceptive, forceful, and sincere ideas of Bruce Barton-a man nobody really knew, a genius lost in history." - Jim King, CPA, Houston "These proven principles are the foundation upon which to build a prosperous enterprise." - Mark Weisser, CEO, Gulf Coast Security Systems

From the Inside FlapDuring the 1920s and 1930s, Bruce Barton was a household name in Americamdash;a hugely successful advertising man who revolutionized his industry by treating customers like people, not like sheep to be fleeced. He created some of the most memorable and long-lived advertising slogans and campaigns in history. He understood how to succeed in business and advertising, and he set down his principles for success in bestselling books that put his name on everyone's lips.Those in advertising know Barton's name, but the rest of the country has long forgotten both the man and his wisdom. After discovering Barton's secrets of success for himself, Joe Vitale thought that we could all benefit from Barton's legacy. In 1992, Vitale published The Seven Lost Secrets of Success andmdash;nineteen printings latermdash;the book continues to guide thousands of people every year to a more successful and rewarding life based on the wisdom of the legendary Bruce Barton.Part advertising how-to and part inspirational success guide, The Seven Lost Secrets of Success is a practical resource packed with wisdom you can use to reach your biggest career and personal goals. Now completely updated to include new and rare material on Bartonmdash;including a 1925 sales letter that drew an astounding 100 percent responsemdash;this book is the ultimate tool for promoting yourself or your business in foolproof ways that work in any decade.But more than just the secrets of great and effective advertising, this is a motivational guide to succeeding in every aspect of life. If you work in advertising or marketing, or if you run your own small business, these seven secrets will change the way you work and live. Apply them to your business and the profits will roll in; apply them to your life and happiness will follow. The Seven Lost Secrets of Success presents the straightforward and proven principles that brought Barton fame and fortune; they'll do the same for you.From the Back CoverPraise for The Seven Lost Secretsof Success"Buy this book, apply these secrets, and your prosperity will be assured." mdash;Dan McComas, President, Dan McComas Associates,Marketing Management Consultants"This breakthrough book, based on the ideas of a forgotten genius, will help smart marketers increase their effectiveness a minimum of fivefold." mdash;Bruce David, publisher of Starting Smart"The principles are sound and sensible and guaranteed to help any businessperson make more money. Since 99.9 percent of businesses don't use them, anyone putting the seven lost secrets to work will gain an unbelievable edge over the competition." mdash;Bob Bly, author of eighteen business books, including Selling Your Services "One of the most revealing works evermdash;I literally couldn't put it down. There are life and business success lessons in each chapter." mdash;Jim Chandler, President, VistaTron "Barton was the messiah of business who helped America pull out of the Great Depression. Now he can help all of us survive the current recession." mdash;Scott Hammaker, CEO, Nashville Party Connection "An excellent guide to better advertising, better promotions, and better marketing. My copywriting abilities and creative strategies have been strengthened and broadened. I'm awed and inspired." mdash;Tina Nokes, owner, A-Plus Resume Service"A passionate book on the timeless, inspiring, perceptive, forceful, and sincere ideas of Bruce Bartonmdash;a man nobody really knew, a genius lost in history."mdash;Jim King, CPA, Houston"These proven principles are the foundation upon which to build a prosperous enterprise." mdash;Mark Weisser, CEO, Gulf Coast Security SystemsAbout the AuthorJoe Vitale is President of Hypnotic Marketing, Inc., a marketing consulting firm. He has been called "the Buddha of the Internet" for his combination of spirituality and marketing acumen. His professional clients include the Red Cross, PBS, Children's Memorial Hermann Hospital, and

many other small and large businesses. His other books include *The Attractor Factor*, *There's a Customer Born Every Minute*, *Hypnotic Writing*, *Zero Limits*, and *Life's Missing Instruction Manual*, all from Wiley. He is also one of the stars of the hit movie *The Secret*. For more information, visit www.mrfire.com.